



Champions for Change

Overview Champion Moms as spokespeople, media interest, and community inspiration

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Presentation Overview

- Discussion Topics
 - History of Champions for Change
 - Definition of Champion Moms
 - Spokespeople and brand ambassadors
 - Champion successes
 - Testimonials
 - Champion Mom Norma Lisenko

History of Champion Moms



1987
EAT & MOVE is initiated by the California Department of Health Services, encouraging children and adults to eat the recommended 5 servings a day of fruits and vegetables.



1997
California Nutrition Network is formed to build a coalition of community-based organizations to deliver the 5 a Day message. Grows from 100 to 1000 organizations to 2000 in ten years.



2005
New Dietary Guidelines for Americans recommends a real doubling of fruits and vegetables, doubling 5 a Day to 10 a Day.



2007
Approved for a Healthy California. Champions for Change is unveiled, introducing a new era of health messaging, encouraging children and adults to eat the daily recommended 5 servings of fruits and vegetables for a healthy active, and help change conditions in their communities that contribute to obesity.

History of Champion Moms



Champion Moms

- Definition
 - Summit Clip

Champion Moms - Definition



The Faces and Voices of the Network



The Faces and Voices of the Network



Champion Moms

- Master list
- Profiles and Success Stories
- Recruitment Toolkit
- Champion Mom Welcome Packet
- Champion Chat Newsletter



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Champion Mom Speaker

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